



ERICBAKER

2351 S. Florence / Springfield, MO 65807
417.861.4446 / jebaker60@sbcglobal.net

Experience

Owner, Blue Sky Design / Springfield, MO / March 2005 to present

One man design studio providing successful custom advertising and marketing services to companies such as: SRC, Missouri Central Credit Union (Lees Summit, MO), CoxHealth, Wonders of Wildlife, Urban Districts Alliance and Downtown Springfield Association, Watershed Committee of the Ozarks, Missouri Sports Hall of Fame, Holloway America, Primary Care Education and Assemblies of God.

Creative Manager, Red Crow Marketing / Springfield, MO / June 2004 to March 2005

Worked on advertising and marketing programs for area businesses such as Citizen Memorial Hospital (Bolivar, MO), Wyndham Resorts and The Mansion (Branson, MO), and Enformix Technology Services. Assisted in coordinating media buys and setting up photo shoots for clients.

Senior Designer, Medical Consulting Group / Springfield, MO / June 2000 to April 2004

As a member of one of the largest marketing agencies for the ophthalmic industry, I designed award winning advertising and marketing pieces for our clients as well creating advertising and marketing programs for such clients as Bausch and Lomb, CareCredit, and C&C Vision. Was personally responsible for advertising for individual practices such as Mattax·Neu·Prater Eye Clinic (Springfield, MO) and Beach Eye Care (Virginia Beach, VA).

Editor, Columbine Redemption / Springfield, MO / December 1999 to June 2004

Developed and produced a 24-48 page magazine for non-profit Christian-oriented organization. I coordinated volunteer writers and oversaw the editing of the publication as well as traveled to conferences to help promote the magazine.

Designer, TechStar Labels (now Label Solutions) / Marshfield, MO / October 1997 to December 1999

Handled label designs for Airgas, the largest distributor of industrial, medical, and specialty gases in the U.S. Created packaging design for TechStar Paints and other regional businesses. Oversaw pre-press process as well as press checks.

Production Artist, Sweetheart Cup (Now Solo) / Springfield, MO / September 1989 to October 1997

Worked in Graphic Services department of one of the leaders of disposable food service packaging. Responsible for designing and/or reproducing customer artwork for a variety of accounts across the U.S. including McDonald's, PepsiCo, Coke and Wendy's.

Education

Bachelor of Science Degree in Business and Industrial Communications

Emphasis in Public Relations
Missouri State University

Awards

2003 Springfield Ad Club Addy Awards

Silver Addy, Direct Marketing - Business-to-Business/Single Flat
Silver Addy, Print Advertising - Newspaper/Fractional Page/Black & White
Silver Addy, Television - Local/:60